



WKMG

# ORDER

Print Date 08/24/12

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Flight Dates 08/20/12-09/09/12

Contract / Revision

257256 /

263NATL FED INDP BUS

Original Date / Revision

08/20/12 08/23/12

Product

Agency Com 15%

Billing Contact

Advertiser POL/Natl Fed of Independen

15260 Ventura Blvd Ste 1240  
Sherman Oaks, CA 91403

Agency Target Enterprises LTD

Buying Contact

15260 Ventura Blvd Ste 1240  
Sherman Oaks, CA 91403

Sales Office LAX

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 263

Alt Order # 06286601

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive

Maria Casey

Account Executive	Order%	Start Date	End Date
Maria Casey	100%		

Order Share 100% Market Value 89200

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	25	\$26,052.50	\$30,650.00	0.00	07/30/12	08/26/12	25	\$26,052.50	\$30,650.00
September 2012	49	\$49,767.50	\$58,550.00	0.00	08/27/12	09/06/12	49	\$49,767.50	\$58,550.00
<b>Totals</b>	<b>74</b>	<b>\$75,820.00</b>	<b>\$89,200.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	08/21/12	08/31/12	Local 6 News 12-1230p CM		12-1230p	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	9	\$6,300.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-TWTF--		4				\$700.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--		5				\$700.00		0.00			
E 2	WKMG	08/21/12	08/31/12	News at 6p	CM	6-630p	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	9	\$9,000.00
				News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-TWTF--		4				\$1,000.00		0.00			
		Week: 08/27/12	09/02/12	MTWTF--		5				\$1,000.00		0.00			
E 3	WKMG	08/21/12	08/31/12	News at 7p	CM	7-7:30p	MTWTF--	:30	4	\$1,200.00	P-3	0.00	NM	9	\$10,800.00
				News at 7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-TWTF--		4				\$1,200.00		0.00			



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Contract / Revision

257256

Flight Dates 08/20/12-09/09/12

Hiatus Dates

Original Date / Revision 08/20/12/ 08/23/12

Order Sep 00:15:00

Advertiser POL/Natl Fed of Independe Product 263NATL FED INDP BUS

Estimate # 263

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKMG	08/21/12	08/31/12	News at 7p News at 7p	CM	7-7:30p	MTWTF--	:30	4	\$1,200.00	P-3	0.00	NM	9	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,200.00		0.00			
E 4	WKMG	08/21/12	08/31/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	4	\$1,800.00	P-3	0.00	NM	9	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-TWTF--					4	\$1,800.00		0.00			
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,800.00		0.00			
E 5	WKMG	08/26/12	09/02/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1					1	\$1,300.00		0.00			
Week:		08/27/12	09/02/12	-----1					1	\$1,300.00		0.00			
E 6	WKMG	08/26/12	09/02/12	Face The Nation Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	3	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----1					1	\$1,100.00		0.00			
Week:		08/27/12	09/02/12	-----1					1	\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WKMG	08/27/12-09/02/12		Face The Nation		1030-1130a	-----Su	:30		<del>(\$1,100.00)</del>		0.00	NM		
See MG 6.3,6.4															
[Oversold @ input]															
3	WKMG	09/03/12-09/06/12		Morn News at 6a		6-7a	MTWTh-----	:30		\$550.00		0.00	NM		
Ⓜ MG for 6.2 09/02															
4	WKMG	09/03/12-09/06/12		Morn News at 6a		6-7a	MTWTh-----	:30		\$550.00		0.00	NM		
Ⓜ MG for 6.2 09/02															
E 7	WKMG	09/03/12	09/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTW----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTW----					2	\$700.00		0.00			
E 8	WKMG	09/03/12	09/05/12	News at 6p News at 6p	CM	6-630p	MTW----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTW----					2	\$1,000.00		0.00			
E 9	WKMG	09/03/12	09/05/12	News at 7p News at 7p	CM	7-7:30p	MTW----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTW----					2	\$1,200.00		0.00			
E 10	WKMG	09/03/12	09/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MTW----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	MTW----					2	\$1,800.00		0.00			
N 11	WKMG	08/22/12	08/24/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
N 12	WKMG	08/27/12	08/31/12	News at 5p News at 5p	CM	5-530p	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	MTWTF--					5	\$800.00		0.00			
N 13	WKMG	09/03/12	09/05/12	News at 5p News at 5p	CM	5-530p	MTW----	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00



WKMG

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Contract / Revision **257256** Flight Dates **08/20/12-09/09/12**

Hiatus Dates

Original Date / Revision 08/20/12/ 08/23/12

Order Sep 00:15:00

Advertiser **POL/Natl Fed of Independe** Product **263NATL FED INDP BUS**

Estimate # **263**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 13	WKMG	09/03/12	09/05/12	News at 5p News at 5p	CM	5-530p	MTW----	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	MTW----					3	\$800.00		0.00		
N 14	WKMG	08/22/12	08/24/12	CBS Evening News CBS Eve News	CM	630-7p	--WTF--	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
N 15	WKMG	08/27/12	08/31/12	CBS Evening News CBS Eve News	CM	630-7p	MTWTF--	:30	5	\$1,800.00	P-3	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/27/12	09/02/12	MTWTF--					5	\$1,800.00		0.00		
N 16	WKMG	09/03/12	09/05/12	CBS Evening News CBS Eve News	CM	630-7p	MTW----	:30	2	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	MTW----					2	\$1,800.00		0.00		
N 17	WKMG	08/25/12	09/01/12	Sat 11p News Sat 11p News	CM	11-1135p	-----S-	:30	1	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S-					1	\$1,800.00		0.00		
Week:		08/27/12	09/02/12	-----S-					1	\$1,800.00		0.00		
N 18	WKMG	08/26/12	09/02/12	Sun 11p News Sun 11p News	CM	11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S					1	\$1,800.00		0.00		
Week:		08/27/12	09/02/12	-----S					1	\$1,800.00		0.00		
N 19	WKMG	08/26/12	09/02/12	Sun 630p News Sun 630p News	CM	630-7p	-----S	:30	1	\$650.00	P-3	0.00 NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/20/12	08/26/12	-----S					1	\$650.00		0.00		
Week:		08/27/12	09/02/12	-----S					1	\$650.00		0.00		
													Totals	74 \$89,200.00